

Santa Rosa

CALIFORNIA



Business Center
of the
North Bay Counties

143



Sonoma County

A Rich Setting for a Fine City



SANTA ROSA as the central city and the county seat of Sonoma County is well located; no city could ask for a richer setting or a finer background.

SONOMA COUNTY HIGHLIGHTS

Occupying a position on an arm of San Francisco bay and with sixty miles of coast line on the Pacific Ocean, Sonoma County embraces 1577 square miles or 992,000 acres.

The fisheries along the ocean coast supply a great deal of the local demand.

With 1800 miles of county roads it is possible to reach all manner of Sonoma County life, from the metropolitan cities and smaller towns to the most secluded mountain spot; many mineral springs and health resorts entertain thousands of annual visitors.

Of the county roads, 600 miles are graveled and macadamized, 43 miles paved with concrete and 60 miles more under construction. In addition to this, the county contains 47 miles of paved state highway.

ROADS AND HIGHWAYS.

Santa Rosa is sometimes termed "the highway hub" which indicates that highways radiate in every direction from this central city. The famous "Redwood Highway" traverses its center from north to south, while the state's unit of the Lincoln Highway crosses it from east to west. County roads lead from Santa Rosa to every Sonoma county point.

AGRICULTURE.

Nature meets the farmer half way in his agricultural pursuits in Sonoma County. Agriculture in the country surrounding Santa Rosa means practically all the soil products of the temperate and semi-tropical zones.

No irrigation is necessary where nature has provided so amply for sub-irrigation and proper drainage; a "crop failure" in Sonoma County is practically unheard of. So diversified are the soil products that a "light year" in one crop has little effect on the prosperity of the community.

Every month is "harvest time" in Sonoma County. In January there are the olives, in February the



Prunes are the principal horticultural crop of the Santa Rosa District

oranges and in March the early shipment of asparagus. Cherries and early berries begin in April, and May sees the very height of the berry season; in June the beginning of apricots. The haying season falls in June while in July come the famous Sonoma County prunes and other deciduous fruits. In July and August the Gravenstein apples are being packed and dried; September and October find the harvesters busy in the vineyards and hop fields and the calendar year is filled out with the harvest of late apples and nuts.

Stock-raising and the poultry industry claim their share of year around income, while there are many other crops raised and marketed commercially such as nursery stock, hay and grain, potatoes, tomatoes and green vegetables.

The total agricultural produce valuation for 1921 was over \$41,500,000.00—nearly 90% of the assessed property valuation of the county.

HORTICULTURE.

Sonoma County does not claim more than it is entitled to for its fruits, but it does stand ready to authenticate the following statements regarding its horticultural products:

Prunes.—More prunes to the acre than any county in the state and they rank among the best grown anywhere. Five million dollars worth grown here annually, Sonoma County ranking second in the state in quantity, and leading all in quality in California.

Apples.—Sonoma County's Gravenstein apples, coming as they do in July and August delight the palate of apple lovers the world over, and have no competitors for size, quality and quantity. Two and a quarter million dollars measures the annual apple crop. Many driers are in operation through the season, and so superior is the Gravenstein flavor that housewives can this apple sauce in preference to the fresh late apples for winter use.

Berries.—Largest single berry section in the world. The chief berry supply station of the state of California and the source of supply for much eastern trade in early berries is among the valleys and foothills adjacent to Santa Rosa. Six hundred thousand dollars is the annual output.

Cherries.—Equal to any grown in the state. Total yearly value seven hundred thousand dollars.

Oranges.—Not as extensive in quantity as in some other counties, but of superior quality. Grown in the northern section of the county.

Olives.—Some of California's oldest olive groves are within a few miles of Santa Rosa. However, the commercial value of this crop is not one of the chief incomes, though the fruit is delicious in flavor.

Pears, Peaches, Apricots, Plums, Quinces and Persimmons are all raised in greater or lesser quantities, some commercially and all of excellent quality.

Hops.—Four thousand acres of hops grown in Sonoma County, though the market has been somewhat affected by national prohibition. Huge hop kilns with their odd shaped towers dot the landscape in every direction.

Nuts.—English walnuts mature perfectly and are beyond an experimental stage. Yet this industry is in its infancy and awaits development.

VITICULTURE.

Although it was expected that national prohibition would injure the wine grape interests, the vineyardists have been getting exceptionally attractive prices for their grapes for various uses. Much of the fruit is dried and shipped out of the country. About 18,000 acres are now devoted to grape raising and the total annual income therefore is nearly five million dollars.



Poultry raising is an expanding industry throughout the Santa Rosa district

POULTRY FARMING.

This industry is the leader of all other single products of Sonoma County, and in fact its yearly annual income is one-half of the combined total income from all other sources. Poultry farms from one acre to twenty acres dot the hillsides and cover the valleys in every direction.

Not only is the egg production cultivated, but all the by-products are incorporated in the industry, such as incubator and brooder manufacturing, hatcheries, "baby-chix" shipped all over the Pacific Coast, chicken feed raised and commercialized, fertilizer produced and Sonoma County "friers" are eagerly sought by all high class culinary artists.

Nearly two thousand dollars per minute day and night, every day in the year is the financial measure of income to Sonoma County through its poultry industry.

STOCK RAISING.

Stock raising and thoroughbred breeding are two very important phases of agricultural life in Sonoma County.

Here John H. Rossiter, has his famous Wikiup Rancho where some of the world's fastest racing horses are raised. "Disguise," the only American horse that ever won an English Derby is a native of this Sonoma County farm and is living here now.

Guernsey cattle, Berkshire hogs, Shropshire sheep, Collie dogs, and milch goats are some of the other highly bred animals of the county.

The long period of green pasture and cheap range lands in the coastal section of the county makes the yield of dairy products as cheap as anywhere in the country. Eighteen thousand milch cows in the county average 160 pounds of butter fat each per year, 95% of which goes into butter, 2 to 3% into cheese and 3 to 5% into market milk.



Splendid living quarters for the thoroughbred horses on famous Rossiter ranch near Santa Rosa



Luther Burbank lives and works in Santa Rosa

STABILITY OF SANTA ROSA DISTRICT

Santa Rosa's present recognition as the Business Center of the North Bay Counties and the stability of its future for steady growth and development is built on a firm foundation of highly developed rural territory.

Within the confines of the county's borders man can live, prosper and be happy. The ideal climatic conditions for the growing of every agricultural and horticultural product common to the temperate and semi-tropic climes provide the financial support of man; the trout laden streams and the wild animal life in the wooded sections bring the sportsman's delight to his back door; the scenic beauty of the Russian River from its entrance into the county to its mouth at Jenner-by-the-Sea is borne out by the testimony of the hundred thousand or more visitors to it each year; the desires of the ocean lover are satisfied along the beaches on the west coast of the county; to the historian interested in the early settlement of the Russians on American soil, the era of the Bear Flag Republic in 1847, the first application of the Monroe Doctrine, the establishment of the farthest north Franciscan Mission, Sonoma County is replete with facts, traditions and relics.

To the ambitious student educational advantages are ideal; to the artist, whether he be painter, writer, or sculptor, Sonoma County holds a peculiar significance of attraction as evidenced by the habitation of some of the world's best known characters.

Santa Rosa's location is far enough from San Francisco to give it an individuality, yet near enough to allow an easy journey to the great metropolis. It is a business center for five important counties, expanding with a steady increase of newcomers. Favorable climate assures continued delightful living conditions.

Santa Rosa

THE HOME OF LUTHER BURBANK

World's Greatest Horticultural Genius



CALIFORNIA owes a debt to Luther Burbank that it can never pay. Years ago he adopted California soil as the cradle of his creations. He has given to the world, from his Sonoma County home in California, higher standards of soil production—the very sustenance of life itself.

Santa Rosa owes him a debt of gratitude and an homage she is endeavoring to manifest. While the doors of the entire world swing open to Luther Burbank, he says in his modest way,

"I would rather own a piece of land the size of a good healthy house-lot in Sonoma County, than to own an entire farm anywhere else in the world if I had to live elsewhere."

MEMORIAL GARDENS DEDICATED

With these thoughts in mind, the City of Santa Rosa and the Santa Rosa Chamber of Commerce have jointly purchased forty acres of the most fertile soil, located on the Redwood Highway, at the northern edge of the city, and dedicated it to their fellow citizen and world's benefactor,—Luther Burbank.

Though the land is paid for and stands ready for development, the garden is yet in an embryonic stage. Landscape architects are at work on its possibilities. Sculptors and artists have signified their devotion in contributing services to honor this great man while he may yet enjoy a vision of Santa Rosa's reverence and appreciation.

TO PERPETUATE BURBANK'S WORK

Solomon said: "Where there is no Vision the People Perish."

The vision of Santa Rosa's people is to develop these Memorial Gardens where living specimens of Luther Burbank's creations may be planted with his own hands and thus perpetuate his work. Sonoma County has been his outdoor laboratory for thirty years. Here he has developed and perfected the several thousands of plant creations that have given to the world the undreamed-of species of fruit, flower and vegetable of new commercial value. Here he grew the first spineless cactus, the first Shasta daisy, the first plumcot, the first stoneless prune, the first white blackberry and a thousand and one other new varieties.

MEMORIAL AUDITORIUM

The vision also includes the erection of a memorial auditorium as a hall of fame, which, with its surrounding gardens, will be a credit to California and one of the state's show places.

High Lights o

TO the person interested in a location for his home in a community that is reasonably sure of steady advancement with desirable investment opportunities and a salubrious climate; where his children may have the best there is in education; where he may find recreation at his back door, Santa Rosa extends the hand of welcome.

Sixty thousand people find life worth while in Sonoma County.

Eleven thousand is the estimated population of Santa Rosa within the city boundaries and an additional 5,000 live within a radius of one-half mile outside the city.

HOME OF WORLD CELEBRITIES

Many people of world-wide fame have chosen Santa Rosa and vicinity as their home. For instance,

Luther Burbank chooses the soil and climatic conditions of Santa Rosa as the most ideal he can find for his plant, fruit and vegetable creations. For forty-seven years he has lived and worked in Santa Rosa.

Jack London, in his search for an ideal home, was told by his friends that he would only find his combination of requirements on the moon; yet, his "Valley of the Moon" described in his famous book of that title, is located a few miles east of Santa Rosa.

Edwin Markham calls "Fountain Grove" at the edge of Santa Rosa his home and comes here from his New York studio frequently to taste the Sonoma County air, sunshine and gastronomic delicacies.

"Annie Laurie," also known as "Winifred Black" in the newspaper world and whose real name is Mrs. W. S. Bonfils has recently built her home near Santa Rosa where she retires for recuperation.

Peter B. Kyne is a frequent visitor to Sonoma County for "atmosphere" in his wonderful stories; while the San Francisco Bohemian Club owns a redwood grove in this county where it holds its annual fiesta.

CIVIC-COMMERCIAL DEVELOPMENT

Santa Rosa with its 500 commercial, industrial and professional individuals and firms, functions as the business center of the North Bay Counties. It is the

on Santa Rosa

county seat of Sonoma County; located 50 miles north of San Francisco; is the center of population and as such the distributing point for many large San Francisco business houses, for California's north coast counties.

The well kept stores and large, complete lines of merchandise are often the subject of most favorable remarks from visitors and newcomers.

Financial needs of the city are taken care of by five banking institutions, four of which own their own homes.

MODERN EDUCATIONAL ADVANTAGES

Santa Rosa is justly proud of her educational facilities which stand out pre-eminently as a leader in this direction in northern coastal California. In addition to the three modern grammar schools, it has a \$375,000 Union High School plant with a splendid agricultural department; a Junior College providing the first two years of University training; a splendid business college turning out a large number of well qualified graduates each year; and a Catholic Academy.

An electric car line connects Santa Rosa with its thickly inhabited suburban sections.

A beautiful city hall houses the city officials and police department. The fire equipment is a modern motor type with full-time firemen. The city water supply is obtained from deep wells owned and controlled by the city as is also the pumping plant and distributing system. Health regulations are strictly enforced and the city is remarkably free from sickness and epidemics. Good streets, good sidewalks and good lights give Santa Rosa a metropolitan appearance which is borne out by the modern shop windows.

Construction costs are comparable with any other city in California. A fine class of homes, 90% of which are owned by their occupants line many city blocks in every direction from the Civic Center.

Fourteen church homes and seventeen denominations provide the religious life.

All the leading fraternal organizations for both men and women are well represented and many of them own their own fraternal buildings.

CLIMATE PERFECT

Temperature ranges from 30 to 100 degrees, with an average of 76.

The average annual rainfall is 30 inches, distributed over about eight months of the year with the largest proportion falling during December and January.

Facts in Figures

ASSESSED VALUATION. (40% actual value)

County.....	\$ 47,420,515.00
Santa Rosa High School District.....	13,321,095.00
City of Santa Rosa.....	6,214,005.00

FARMS.

Total number of farms in county.....	5,739
Actual value farm property.....	112,294,273.00
Actual value farm buildings.....	17,240,643.00

CROP PRODUCTION 1920.

Poultry products.....	\$ 15,000,000.00
Prunes.....	5,000,000.00
Grapes.....	4,750,000.00
Dairy products.....	3,640,000.00
Hops.....	3,600,000.00
Hay and Grain.....	2,700,000.00
Apples and Apple products.....	2,150,000.00
Wool.....	1,000,000.00
Live Stock.....	840,000.00
Cherries.....	700,000.00
Berries.....	600,000.00
Nursery stock.....	500,000.00
Potatoes.....	450,000.00
Pears.....	375,000.00
Tomatoes.....	225,000.00
Total.....	\$ 41,530,000.00

BANK CLEARINGS.

Total for Santa Rosa 1921.....	\$ 21,516,807.39
--------------------------------	------------------

BUILDING PERMITS.

Total for Santa Rosa 1921.....	\$ 1,207,833.00
First four months 1922, total.....	265,607.00
School buildings (not included above) 1922.....	616,000.00

POSTAL RECEIPTS.

First class office, averaging more than \$45,000 annual postal revenue for the past eight years.

SANTA ROSA CITY SCHOOL ENROLLMENT 1922.

Junior College.....	40
Business College.....	250
High School.....	588
Junior High School.....	318
Elementary schools.....	1170
Part Time School.....	92
Total.....	2458

ACTIVE CHAMBER OF COMMERCE.

An up-to-date and wide-awake Chamber of Commerce is ever working for the upbuilding of Santa Rosa and its influence is felt throughout the entire county. This body will move this summer into its own building which is being erected at a cost of \$15,000. It takes community leadership in all progressive steps for a Bigger, Better, Busier Santa Rosa.

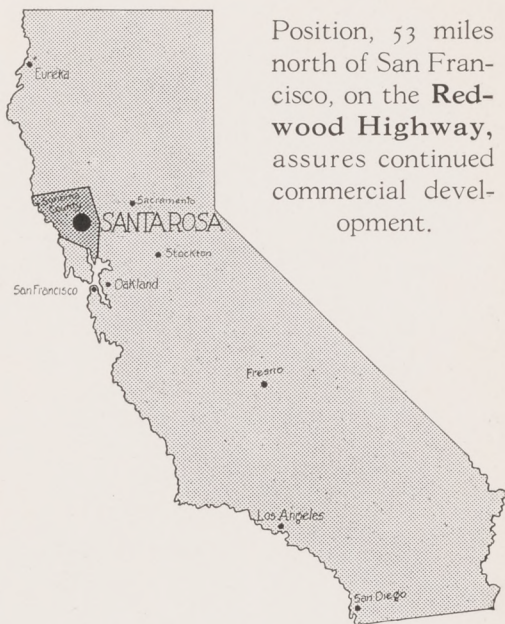
The Women's Auxiliary to the Chamber of Commerce is the only women's Chamber of Commerce known of in the state which is organized with a definite program of work and is occupied solely as a civic organization for "community housekeepers."

One of the finest tourist auto parks in the state is maintained by the Chamber of Commerce at the edge of Santa Rosa. A competent caretaker, city lights and water, community kitchens and a recreation center are some of the advantages given in this well-shaded camp ground.

For further information write

SANTA ROSA CHAMBER OF COMMERCE
Santa Rosa, California

Santa Rosa — Advantageously Located



Position, 53 miles north of San Francisco, on the **Redwood Highway**, assures continued commercial development.

Business Center of the
NORTH BAY COUNTIES
SONOMA MARIN NAPA LAKE
MENDOCINO HUMBOLDT
DEL NORTE

TRANSPORTATION.

Santa Rosa is located on the main line of the Northwestern Pacific railroad with eight daily trains to and from San Francisco.

The Southern Pacific lines enter the city from the Sacramento valley giving direct connection through the state capital with the transcontinental roads.

The Santa Rosa and Petaluma Electric Railway connects the larger towns of the county with the county seat, and also connects Santa Rosa directly with the Petaluma river, a navigable stream extending from the San Francisco bay well into the heart of Sonoma county and affording water communication with the city and ocean-going vessels.

Automobile stage lines go from Santa Rosa to Sacramento and to San Francisco and the East Bay cities including Oakland, Berkeley, Alameda, Richmond.

Santa Rosa Pictorially Presented

Some of Sonoma County's Scenic Attractions

Glimpses of Santa Rosa's Home Life



- 1 Russian River section, the recognized "vacation land" for all northern California.
- 2 Jenner-by-the-Sea at mouth of Russian River.
- 3 Sonoma Mission, established by the padres in 1834.
- 4 The Petrified Forest, largest deposit of its kind in the world.
- 5 Armstrong Grove, a county park, comprises 400 acres of virgin redwoods.
- 6 "Nature's Gift to California," The Geysers.

Pleasure and Recreation



- 10 World's Fastest Motor Speedway. Located just outside Santa Rosa.
- 11 The Saturday Afternoon Club as the center of women's recreational activities.
- 12 Sandy beaches along the clear, safe waters of Russian river near Santa Rosa.
- 13 Santa Rosa Golf and Country Club.

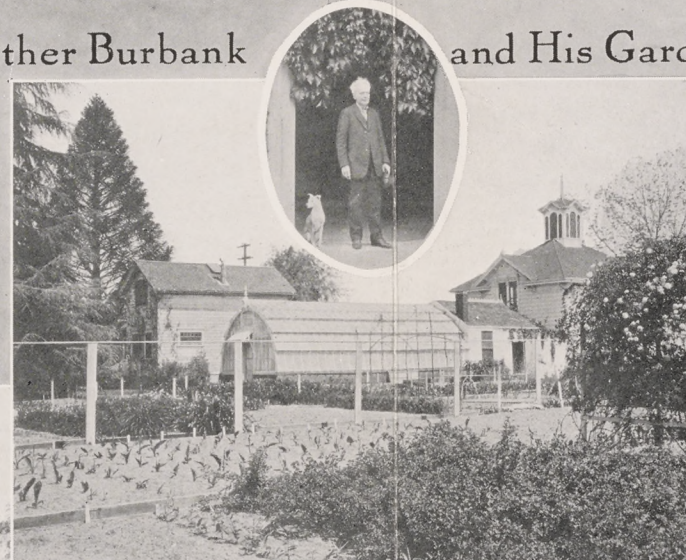
Educational Center



18 One of Santa Rosa's fourteen churches

- 19 Burbank School. One of the three elementary schools of the city.
- 20 Junior High School.

Luther Burbank and His Gardens



A characteristic pose of the "plant wizard" himself, in the doorway of his present home. To the left is Mr. Burbank's first Santa Rosa home, now used as his study. Surrounding it are his experimental gardens from which has come the white blackberry, the plumcot, the spineless cactus, the red California Poppy and many other of his wonderful creations.

- 21 Public Library, active in all educational affairs.
- 22 The Elks Club, costing \$224,000, will be erected during the present year.

Splendid Public Buildings



- 7 Sonoma County's Court House occupies a prominent place in the heart of Santa Rosa.
- 8 A typical group of business buildings including the Chamber of Commerce.
- 9 Post Office, erected in 1910 at a cost of \$100,000.00.

Wheels of Industry



- 14 California Packing Corporation plant at Santa Rosa.
- 15 Over two million dollars worth of poultry products pass through this modern plant annually.
- 16 Sperry Flour Company supplies the North of Bay Counties from Santa Rosa distributing center.
- 17 Ice and cold storage plant, ice cream factory, creamery and butter works in Santa Rosa.

Fraternal Buildings



- 23 The Odd Fellows building in Santa Rosa.
- 24 The Scottish Rite Temple houses the higher Masonic orders.

25 Practically every denomination of religion is represented in Santa Rosa.

On the Redwood Highway--California's Great Scenic Road

Santa Rosa

CALIFORNIA



Business Center
of the
North Bay Counties

